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## **Dyer Brown elevates senior designer, marketing lead to director roles**

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Anna Dockery

Kyla Astley

Boston, MA National architecture and interiors firm Dyer Brown & Associates has elevated two women to director-level positions, a move that the firm's partners believe will enhance client service and acquire exciting new project work across multiple sectors. Previously in the role of senior interior designer, Anna Dockery now serves as director of design, while former senior marketing manager Kyla Astley takes on the role of director of marketing.

According to Dyer Brown's partners, the promotions represent a strategic commitment to the firm's three lenses, the core principles that inform all decision-making both in practice and in project work: design, sustainability, and DEI. Dockery and Astley are expected to play even more vital parts than previously in applying the lenses both internally and in support of the goals of client organizations in the corporate workplace, hospitality, retail, higher education, life sciences, and behavioral health sectors, as well as for developers, owners, and managers of commercial real estate.

"Our success depends on our focus on excellence, in what we produce for our clients and in how we work together, and Anna and Kyla consistently drive us to greater achievement," said president Brent Zeigler AIA, IIDA, in announcing the promotions. "As we take on new challenges in 2024, their leadership and commitment to our core values will keep us moving in the right direction."

According to Zeigler, Dockery brings key insights to the director of design role, with a 20-year career encompassing business development and sales experience as well as training and depth of

experience in design. After earning a BFA in interior design from Suffolk University, Dockery went on to work for notable local, national, and global firms as well as leading producers of commercial lighting and furniture. In her various top-level roles she amassed a considerable portfolio of high-value built projects in the workplace, retail, residential, and hospitality sectors, integrating her knowledge of and experience with branded environments and human-centric design.

“Since starting with Dyer Brown just two years ago, my admiration for the firm has grown and deepened,” said Dockery, who joined the firm as a senior interior designer. “This new role presents an opportunity to bring culture-driven design to the forefront, and to focus on our three lenses in ways that enrich both our client work and our practice. I’m excited to help grow and develop our amazingly talented team and push boundaries, to foster our culture and to see the potential for the future within each environment we create.”

Astley brings to the role of director of marketing a focus on communicating Dyer Brown’s authentic voice. Known for targeted and empathetic approaches to creating assets and communications, Astley comes to Dyer Brown with 20-plus years of experience. Naturally curious, her insightful work in management and director-level roles span firms and studios across a wide range of sectors, from architecture and design to branding and marketing, to automotive, gaming, and technology.

A longtime Society for Marketing Professional Services (SMPS) member, Astley holds a degree in english and creative writing from Suffolk University. She has served recently as a council member for Design Museum Everywhere.

“This is a firm that really walks the walk, and that deserves to be acknowledged and celebrated,” said Astley of Dyer Brown. “Not only do I hope to help us cultivate a strong marketing strategy and win exciting new commissions, I also want to do everything possible to ensure that we are recognized for continuing leadership in both DEI and sustainability.”

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